

Models THAT WORK

Update

Volume 1, Number 1

March 1997

MTW Update Serves Information Needs of Key Stakeholders

This newsletter was designed to provide you with the latest information on activities that affect Models That Work (MTW) Campaign Cosponsors, Models and organizations that have been instrumental in supporting this innovative public/private sector partnership initiative.

By presenting information on the MTW campaign in this format, we hope to ensure that Campaign goals, objectives, procedures and resources are disseminated more effectively.

In order to provide you with a comprehensive view of the MTW Campaign, this newsletter contains information of interest to all key stakeholders. We invite you to forward story ideas and suggestions to Don Bland via facsimile at (301) 495-8984.

Sharing The 1996 Compendium

The Health Resources and Services Administration's Bureau of Primary Health Care (BPHC) and the Models That Work Cosponsors are pleased to announce the availability of the *1996 MTW Compendium of Innovative Primary Health Care Programs for Underserved and Vulnerable Populations*.

"The programs profiled exemplify the wealth of experience, information, and expertise available across the nation," according to Dr. Marilyn Gaston, director of the BPHC. "These programs represent creative community-driven solutions to significant health challenges, developed by building partnerships and identifying resources in the community."

By now you should have your copy of the Compendium. Encourage your colleagues to obtain their copy through the National Clearinghouse for Primary Care Information by calling 800-400-2742. Residents of the Washington, DC metropolitan area should call (703) 821-8955, extension 248.

On-Line Database Key Resource on Innovative Delivery Systems

To assist in replicating or adapting the successful approaches of programs that competed in the 1996 Models That Work competition, HRSA/BPHC has developed a database with information on these innovative primary health care delivery systems. This extensive repository includes:

- A ½ page abstract on each Model;
- List of Models current partners and populations served;
- User friendly display;
- Capacity for "free-text" searches; and,
- Downloading capabilities appropriate for importing information into a word processing program.

The complete database is available using the following resources:

WORLD WIDE WEB address:
<http://www.bphc.hrsa.dhhs.gov/mtw/mtw.htm>

BPHC ACCESS free of charge by calling
1-800-596-6405 (PC: no parity, 1 stop bit,
8 bits, set your terminal emulation to ANSI)

CDC WONDER contact Kathy Grooms
at 1-800-747-7649 or
KWGI@PHPP01.EM.CDC.GOV
or CDC WONDER Customer Support
at (404) 332-4569; PRESS 2,2,1.

Models That Work, 4350 East West Highway, 7th Floor, Bethesda, Maryland 20814

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Maryland-based Company Selected to Coordinate Logistics

In October, J & E Associates, Inc. was selected to assist the 1996 MTW Campaign winners and special honorees in developing *strategy transfer guides* to aid other organizations in replicating or adapting successful strategies. In addition, J & E will handle the following tasks:

- Work with Cosponsors and other conference organizers to plan MTW presentations;
- Produce *MTW Update* (this Newsletter);
- Arrange travel for Model representatives and reimburse expenses related to conference presentations;
- Support the BPHC in coordinating media relations activities for conference presentations; and,
- Generate national/local stories about Models, Cosponsors, etc.

National Clearinghouse Provides Access to Primary Care Information

When you need information on the MTW Campaign, one of the Models, or the latest trends in primary health care, call the National Clearinghouse for Primary Care Information (NCPCI). The helpful staff at the clearinghouse is available to answer questions, identify resources and fulfill your request for reprints, books, videos, etc.

Contact the NCPCI on Email: primary_care@circsol.com, by telephone (800) 400-2742, or fax your request to (703) 821-2098. Residents of the Washington, DC metropolitan area should call (703) 821-8955, extension 248. Most of the items listed below are available free of charge.

- Models That Work 1996 Compendium
- Models That Work On-Line Database Overview
- 1995 Models That Work Video (\$10.00)
- Models That Work First Year of Operation; and,
- Models That Work "Backgrounder."

Key MTW Contacts

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Valuable liaisons leave the MTW team. After more than two years of working with Cosponsors and Models, several key MTW team members have resumed their full time positions at HRSA/BPHC. Although they will miss their close ties with this initiative, each of them truly enjoyed the experience. Departing team members include (l. to r.) Lu Ann Pengidore, Tonya Rousmaniere, Ann McNlyre, Sara Bailly, Regan Crump (remains), Amy Barkin, Jay Anderson, and Julia Tillman. Not pictured: Shiril Taylor, Tracy McClintock and Don Coleman.

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MTW Campaign Winner Reaps Benefits From Media Exposure

In order to gain local recognition for their achievement the Hillsborough County Health Care Plan, one of the 1996 Models That Work Campaign winners, arranged for a representative from HRSA/BPHC to present their award during a live television broadcast. A Tampa, Florida public television station (WTAP) aired the award presentation during a meeting of the Hillsborough County Board of County Commissioners. In addition to providing an opportunity for local residents to learn more about the MTW Campaign, this media event showcased a program that brings managed care to more than 27,000 county residents.



InterHealth, recently hosted a conference in New Orleans (LA) entitled "Innovations in Health." To share the expertise of a 1995 MTW winner, Heart, Body & Soul, Inc., they invited a representative to make a presentation during one of the breakout sessions. Joining InterHealth president, Benjamin Aune (c), following the presentation are (l. to r.) Regan Crump (BPHC) and Reverend Melvin Tuggle of Heart, Body & Soul.

Media Relations Activities Gain New Leadership

Tracy McClintock has been named the primary contact for media relations and communications concerning the MTW Campaign. She will be working with another staff member, Don Coleman, to coordinate and develop marketing activities, including public relations, video production, and media relations.

Tracy and Don, along with HRSA's Office of Communications will be working hard to generate positive stories on the Models in national and local print/electronic media. Special emphasis will be placed on securing coverage in newspapers, trade publications, periodicals, radio and television. Ideas, leads, comments and suggestions are encouraged.

Low Media Turnout Has Little Impact on MTW

Americans that have very few health care options didn't need a media event to show them that grassroot programs which have found innovative ways to provide better, lower cost health care are worth celebrating. They see the benefits through improved physical, social and economic health in their communities.

The absence of a large media presence at the MTW awards presentation on November 25, 1996 was not a complete disappointment. Historically, the national media has been unsuccessful in telling the story about the hundreds of community-based primary care organizations that place health care services and providers where they are needed most.

In the nation's capital, it is very difficult to compete for space in the print and electronic media. With so many opportunities to break a major news story, news editors and producers must be very selective in making assignments, reviewing press releases and responding to requests to attend press conferences.

Although the media turnout for this celebration was less than enthusiastic, several news organizations felt it was important to learn more about programs that serve as the ultimate "safety net" for the nation's underserved. Thanks to the efforts of the media relations personnel in HRSA's Office of Communications, DHHS Public Relations, our Cosponsors and the BPHC staff, several media representatives attended last November's media event, including Thomson Newspapers, Journal of The American Academy of Physician Assistants, AHA News, Bureau of National Affairs' *Health Care Policy Report*, St. Louis Post-Dispatch and the National Media Service.



1996 Models That Work Campaign winners announced at media event. Program representatives accepting the award included, (l. to r.) William Schlesinger, Co-Director, Project Vida (El Paso, TX); Mary Rainwater, Director, The Los Angeles Free Clinic (Los Angeles, CA); June Grube Robinson, Director, Camp Health Aide Program, Midwest Migrant Health Information Office (Monroe, MI); Sue Heckrotte, Director of Development, Resources for Human Development, and Donna Torrisi, Director, Abbottsford & Schuylkill Falls Community Health Centers (Philadelphia, PA); and Patricia Bean, Deputy County Administrator, and Shelly Blood, Manager, Hillsborough County Health Care Plan (Tampa, FL)

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Cosponsors Work to Increase Visibility

Now is the time for MTW Campaign Cosponsors to become more involved in promoting the efforts of the 1996 Models. There are numerous opportunities to develop alliances that can be mutually beneficial and helpful in providing better, lower cost health care for millions of Americans. From placing information on a Model in an upcoming edition of your organization's newsletter, to inviting a representative from one of these programs to make a presentation at your next conference, MTW Cosponsors can play a vital role in showcasing this innovative initiative.

By establishing a close working relationship with one of the Models, you help these programs share their experiences and expertise with other organizations and communities. For example, the five charts shown below represent a few of the collaborative relationships that may lead to additional exposure for the Models and program enrichment opportunities for Cosponsors. There is one chart for each of the five 1996 winners. Each chart offers a brief description of the innovative strategies and key issues that helped make these primary health care delivery systems so unique.

In addition, we have identified the kinds of organizations that might have an interest in collaborating with each Model to illustrate the natural alliances which exist.

The possibilities for relationship building are endless. If you are interested in partnering with one of the winners or special honorees, please contact Mechelle Abernathy.

Los Angeles Free Clinic Hollywood	
Program Highlights	Partners
<ul style="list-style-type: none">• Outreach• Homeless• HIV screening• Adolescents (urban)	<ul style="list-style-type: none">- Healthcare for the Homeless (BPHC)- Healthcare for Homeless Coalition- AIDS Action Council- CityMatch- Maternal and Child Health Bureau- Association of Maternal and Child Health Programs

Hillsborough County Health Care Plan	
Program Highlights	Partners
<ul style="list-style-type: none">• Managed-care• County officials• State legislation• Funding Strategy• Section 330 Health Centers	<ul style="list-style-type: none">- National Conference of State Legislatures- National Association of City County Health Officials- Association of State & Territorial Health Officials- Association of Schools of Public Health- National Association of Community Health Centers

Community Health & Services Program of Project Vida

Program Highlights	Partners
<ul style="list-style-type: none">• One-stop social & health services center• Border• Mexican-American	<ul style="list-style-type: none">- Border Initiative (BPHC)- Coalition of Hispanic Health and Human Services Organizations

CAMP Health Aide

Program Highlights	Partners
<ul style="list-style-type: none">• Farmworkers• Outreach• Section 329 Grantee	<ul style="list-style-type: none">- Center for Farmworker Health- Migrant Health Program (BPHC)- National Association of Community Health Centers

Abbottsford & Schuylkill Falls Community Health Center

Program Highlights	Partners
<ul style="list-style-type: none">• Academic Partnerships• Reduced ER Visits• Nurse faculty involvement• Serves public housing residents• Managed-care contracts• Section 340 Health Center	<ul style="list-style-type: none">- Association of Colleges of Nursing- Public Housing Primary Care Program (BPHC)- American Association of Health Plans- National Association of Community Health Centers

MTW Special Honorees Increase Knowledge Base in Ten Key Areas

Program Name	Program Category
Accomack County School-Based Dental Program	Oral Health
Chicago Health Corp	Health Professions Program Participation
Children's FACES (Family AIDS Clinic and Educational Services)	HIV/AIDS
Growing into Life Task Force	Maternal and Child health
Independent Care	Managed Care
Marion County Child Health Initiative	City-or County-Level Coordination
MOM's Project	Substance Abuse Prevention and Treatment
Rotacare Free	Business Participation
The Rural Prevention Network	Rural Health
St. Agnes Hospital Domestic Violence Program	Hospital Participation